

WHAT IS CLAIMED IS:

1. A communication service method comprising the steps of:  
connecting a plurality of communication terminal apparatus in a state possible to transmit an audio and an image signals;  
5 superposing a first image signal transmitted from an arbitrary one of said communication terminal apparatus with a second image signal of arbitrary selling goods; and  
delivering a third image signal generated by superposing said first and second image signals to said communication terminal apparatus.  
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2. The communication service method according to claim 1, wherein said selling goods are selected by an user of said communication terminal apparatus that originates said first image signal.
- 15 3. The communication service method according to claim 2, wherein said first image signal originated from said arbitrary communication terminal apparatus includes an image of said user of said communication terminal apparatus.
- 20 4. The communication service method according to claim 1, wherein said first image signal includes a real-time moving image signal.
5. The communication service method according to claim 1, wherein more detailed information of said selling goods is supplied to said  
25 communication terminal apparatus in response to a demand from one of said communication terminal apparatus.
6. The communication service method according to claim 5, wherein  
30 an environment for performing transactions of said selling goods is proposed to said communication terminal apparatus to which said more detailed information is supplied.

7. The communication service method according to claim 1, wherein  
said first image signal from said communication terminal  
apparatus is superposed with said second image signal of the selling  
5 goods so that the second image signal has substantially significant  
relation with an object included in said first image signal.
8. The communication service method according to claim 3, wherein  
said first image signal originated from said communication  
10 terminal apparatus is superposed with said second image signal of the  
selling goods so that said third image signal including an image in which  
said user of said communication terminal apparatus puts on the selling  
goods, uses the selling goods or holds the selling goods is generated.
- 15 9. The communication service method according to claim 1, wherein  
consideration is paid to an user of said communication terminal  
apparatus to which said third image signal is delivered based on a  
prescribed condition concerning the delivery of said third image signal  
of the selling goods.
- 20 10. The communication service method according to claim 9, wherein  
said consideration is determined based on a number of times of the  
delivery of said third image signal of the selling goods, a period of time  
of the delivery, or a prescribed condition for processing concerning the  
25 selling goods performed by said user.
11. The communication service method according to claim 9, wherein  
said consideration is paid by money, by countervailing of the  
consideration with an utility rate of the communication service, or by  
30 countervailing of the consideration with money to be paid at a time of  
prescribed selling goods transactions.

12. The communication service method according to claim 2, wherein  
said third image signal including an image of said selling goods  
are selectively delivered to said communication terminal apparatus  
5 depending on the user thereof.

13. The communication service method according to claim 1, wherein  
said selling goods included in said third image signal are changed  
in sequence at every series of the connection, at every prescribed period  
10 of time, in response to a demand from said communication terminal  
apparatus that generates said first image signal, or in response to a  
demand from said communication terminal apparatus.

14. A communication service apparatus comprising:  
15 connecting means for connecting a plurality of communication  
terminal apparatus in a state possible to transmit an audio and an image  
data;

receiving means for receiving a first image data originated from  
said connected communication terminal apparatus;

20 image data superposing means for superposing said first image  
data with a second image data of arbitrary selling goods to generate a  
third image data ; and

transmitting means for transmitting said third image data to  
another of said connected communication terminal apparatus.

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15. The communication service apparatus according to claim 14, said  
apparatus further comprising:

first recording means for recording said second image data  
selected beforehand by each user of said communication terminal  
30 apparatus, in which said second image data being superposed with said  
first image data from said communication terminal apparatus concerning

the user, wherein

said image data superposing means generates said third image data by superposing selected said second image data recorded in said first recording means with said first image data.

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16. The communication service apparatus according to claim 15, said apparatus further comprising:

second recording means for recording information including said second image data of said selling goods to be advertised, wherein

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said image data superposing means generates said third image data by superposing selected said second image data of said selling goods recorded in said second recording means with said first image data.

17. The communication service apparatus according to claim 14, wherein

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said connecting means connects said plural communication terminal apparatus in a state possible to transmit a real-time moving image data among said communication terminal apparatus.

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18. The communication service method according to claim 14, wherein:

said second image signal from said communication terminal apparatus includes an image of said user of said communication terminal apparatus; and

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said image data superposing means superposes said first image data with said second image data so that said third image data including an image in which said user of said communication terminal apparatus puts on the selling goods, uses the selling goods or holds the selling goods is generated.

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19. The communication service apparatus according to claim 14,

wherein

said selling goods included in said third image data are changed in sequence at every series of the connection, at every prescribed period of time, in response to a demand from said communication terminal apparatus generates said first image data, or in response to a demand from said communication terminal apparatus.

20. The communication service apparatus according to claim 14, further comprising:

third recording means for recording prescribed data concerning actual results of superposing processing of said first image data with said second image data at every user of said communication terminal apparatus; and

adjusting means for paying consideration to each user based on contents recorded in said third recording means.

21. The communication service apparatus according to claim 16, further comprising:

fourth means for recording data for a hobby and a preference of said user using said communication terminal apparatus to be delivered said third image data, wherein

said image data superposing means generates said third image data by selecting said image data of said selling goods based on contents recorded in said fourth recording means.

22. The communication service apparatus according to claim 14, wherein

said transmitting means further transmits information of more detailed information of said selling goods or a connecting destination of a system which proposes an environment for performing transactions of said selling goods to said communication terminal apparatus that

transmitted the superposed image signal.

23. A communication terminal apparatus connected with another communication terminal apparatus mutually through a communication service apparatus, said communication terminal apparatus performing mutual telephone calling with the other communication terminal apparatus, said communication terminal apparatus comprising:

telephone calling means for performing telephone calling with said other communication terminal apparatus;

receiving means for receiving a third image data generated by superposing a first image data from said other communication terminal apparatus and a second image data concerning arbitrary selling goods and prescribed control data, said third image data and said control data being transmitted from the communication service apparatus;

displaying means for displaying received said third image data;

position designating means for designating an arbitrary position on said displayed third image data; and

controlling means for performing prescribed processing based on received said control data when the designated position is on a part of said second image data.

24. The communication terminal apparatus according to claim 23, wherein

said controlling means demands more information of said selling goods or an environment concerning performing transactions of said selling goods relating to said communication service apparatus when said part of said second image data is designated.

25. The communication terminal apparatus according to claim 23, wherein

said controlling means demands more information of said selling

goods or an environment concerning performing transactions of said selling goods relating to another communication service apparatus when said part of said second image data is designated.

5 26. The communication terminal apparatus according to claim 25, wherein

said receiving means receives information of a replying result to said demand transmitted from the other communication service apparatus concerning related to said selling goods; and

10 said displaying means displays the information of received said replying result.

27. The communication terminal apparatus according to claim 26, wherein,

15 a processing concerning said information from said other communication service apparatus in said receiving means and said displaying means is done practically at the same time when a processing concerning the other communication terminal apparatus connected through said communication service apparatus is performed.

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28. A communication system including a plurality of communication terminal apparatus and a communication service apparatus for connecting said plural communication terminal apparatus possible to transmit an audio and an image signals, wherein

25 said communication service apparatus comprises:

receiving means for receiving a first image signal originated from one of said connected communication terminal apparatus;

image signal superposing means for superposing received said first image signal with a second image signal concerning arbitrary selling  
30 goods to generate a third image signal; and

transmitting means for transmitting said third image signal to

another of said connected communication terminal apparatus; and  
said communication terminal apparatus comprises:

receiving means for receiving said third image data originated by  
another of said communication terminal apparatus and transmitted from  
5 said communication service apparatus; and  
displaying means for displaying received third image data.

29. An advertisement propagandizing method in a communication  
environment in which a plurality of communication terminal apparatus  
10 are connected in a state that an audio and an image signals can be  
transmitted, said advertisement propagandizing method comprising the  
steps of:

selecting selling goods as a desired advertisement propaganda  
object by an user of said communication terminal apparatus;  
15 superposing a first image signal originated by said  
communication terminal apparatus concerning the user with a second  
image signal of said selected selling goods as said advertisement  
propaganda object to generate a third image signal; and  
delivering said third image signal including said second image  
20 signal to another communication terminal apparatus.

30. The advertisement propagandizing method according to claim 29,  
wherein  
said first image signal originated from said communication  
25 terminal apparatus includes an image of said user of said communication  
terminal apparatus.

31. The advertisement propagandizing method according to claim 30,  
wherein:  
30 said first image signal originated from said communication  
terminal apparatus is superposed with said second image signal of the



selling goods so that said third image data including an image in which said user of said communication terminal apparatus puts on the selling goods, uses the selling goods or holds the selling goods is generated.

5 32. The advertisement propagandizing method according to claim 29, wherein:

more detailed information of said selling goods or a transaction environment of the selling goods is supplied to said communication terminal apparatus to which said third image signal is delivered in  
10 response to a demand from said communication terminal apparatus.

33. The advertisement propagandizing method according to claim 29, wherein:

consideration is paid to an user of said communication terminal  
15 apparatus to which said third image signal is delivered based on a prescribed condition concerning the delivery of said third image signal of the selling goods.

20 34. The advertisement propagandizing method according to claim 29, wherein:

said third image signal including an image of said selling goods are selectively delivered to said communication terminal apparatus depending on the user thereof.